

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



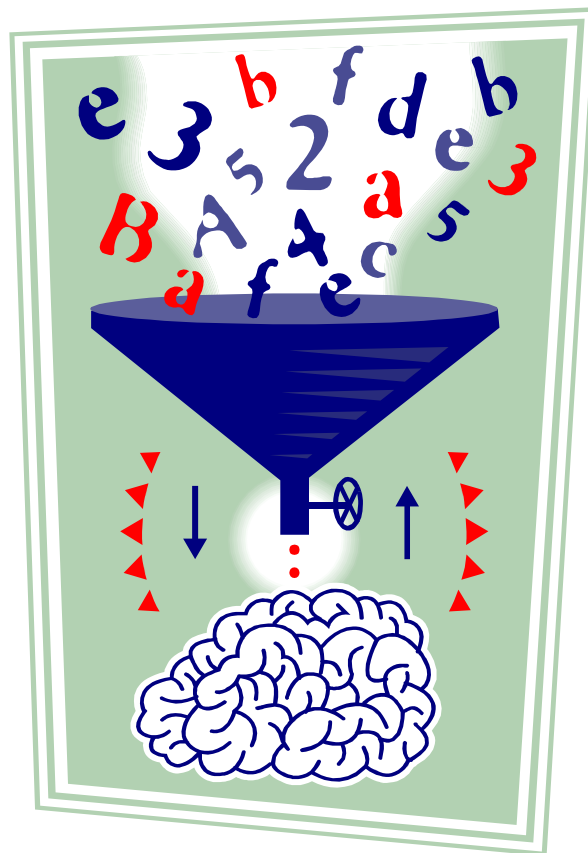
Part 3 Analysis & Recommendations DII Sheridan County

Version 1
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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Alcohol-related crashes in Sheridan County continue to be higher than the states average, as their per capita crash rate is 170.11 compared to the states 119.96. It is a large problem in the Eastern part of the state due to the large amount of area in each county where towns can be 20 to 30 miles apart. When discussing alcohol-related crashes it is not uncommon for people to drive miles to go to a bar to drink alcohol. This also increases the amount of people who drive home after they have been drinking on either the back roads or main highways.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Underage drinking and driving in Sheridan County is across the board higher than the States average (20.1% versus 9.3%, respectively). When conducting local interviews the number one place for underage youth to drink was reported to be driving on the back roads. To them, this is considered the "safer" option due to the lack of law enforcement presence on these back roads. Law enforcement is too understaffed to effectively cover all of Sheridan County. Therefore making the back roads fairly open to "booze cruises" or "road trips".

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Although the number of underage students riding in a car driven by someone who has been drinking has gone down in Sheridan County since 2008 (48.3% in 2008 and 40.9% in 2012) it is still considerably higher than the states average (33.1% in 2008 down to 25.3% in 2012). Therefore Sheridan County has a larger problem with students riding in a car driven by someone who has been drinking than the State of Montana does.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Due to the small population in Sheridan County, when there is an alcohol-related incident everyone is affected by it one way or another. Because alcohol is the number one choice of drug in the area and has been for many years, according to the Prevention Needs Assessment (PNA) given to students grades 8, 10 and 12, the majority of these incidents that occur involve alcohol. The nature of the landscape in Sheridan County is that where the towns are spaced far apart, which leads to more drinking and driving after people have been out at the bars, at community events or drinking at a private residence.

These rates also speak to the culture in Eastern Montana, that alcohol use is normal for underage youth, as is drinking and driving.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Again Sheridan County scored higher than the states average. According to the 2012 PNA, 27.8% of the students in grades 8th, 10th, and 12th, reported binge drinking in the last two weeks, compared to the state average of 21.2%. Local interviews also gave insight to the issue of underage binge drinking; those interviewed stated that underage drinking is a rite of passage in North Eastern Montana and socially acceptable amongst the community.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There is very little local data collected about adult binge drinking. However there are twelve liquor licenses, including retail liquor licenses, restaurant liquor licenses, and limited liquor licenses, in the county with only a population of 3,580.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Sheridan County has a slightly larger problem with the past 30 day use when compared to underage drinking across the state for students in grades 8, 10 and 12. Although Sheridan

County's 39% is slightly higher than the states average of 35.1%, according to the 2012 PNA the majority of students had not been drinking in the last 30 days prior to completing the survey. Community members interviewed believe the majority of underage drinking occurs during community events, holidays, and celebrations.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The data shows Sheridan County youth rank slightly higher than the states average in prescription drug abuse (6.4% versus 3.5% respectively), however the local interviews with multiple community members did not support this statistic. All interviewed have not seen prescription drug abuse being an issue with the youth but report that it has increased among young adults between the ages of 20 and 30.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

According to the PNA the majority of students are not drinking on a regular basis (30 day use) but have drank alcohol in their lifetime. In fact the PNA shows the average age of first drink is between the age of 13 and 14 in Sheridan County. Alcohol has and always will have a significant impact on Sheridan County, but underage drinking does seem to be taking a gradual drop over the years. Whether that is from being more informed, stricter enforcement, social disapproval, or all three it is hard to determine. As for prescription drug abuse there have been some incidents involving either theft or abuse in the last few years and health care providers have seen an increase in prescription drug abuse. The oilfield activity in the area has increased the number of outside residents coming to or through Sheridan County, which is why local perceptions have suggested there has been an increase in both alcohol and prescription drug abuse. All interviewed believed there needs to be more education to the public and youth about prescription drug abuse in hopes to prevent it from becoming an issue in the future.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Sheridan County shows parental attitude and disapproval towards alcohol and drug use in the community is higher than the states average across the board. This shows that the youth do believe their parents or guardians do not approve of underage drinking but this number considerably drops, the older the student gets. Data from the 2012 PNA shows that the drastic change ranges from 97.8% of 8th graders to 80.4% of 12th grade parents. Community members that were interviewed believed that parents start to change their views to more acceptance of underage drinking when their child is between the ages of 16 and 18. Then it is seen as more of a rite of passage rather than a positive or negative thing.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

When comparing Sheridan County's 2012 PNA results for peer attitudes and disapproval to the State's PNA results, Sheridan County was slightly lower (65.6% versus 66.7% respectively). Still well over half of the students that took the PNA believe their peers disapprove of alcohol or drug use. This suggests that Sheridan County's problem is similar to the state.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Sheridan County is lower than the State's average when addressing perceived risk/harm of alcohol use for 1-2 drinks (62.6% versus 64.1% respectively) and for binge drinking (69.6%

versus 76% respectively). This suggests that Sheridan County has a lower perception of risk and harm of use, therefore has a larger problem than the state.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Slightly over half (53.9%) of Sheridan County students reported talking with their parents about the dangers of alcohol or drug use within the last 12 months. This is still under the state's average of 61%. Most parents do seem to be talking to their children about underage drinking and drug use, but Sheridan County youth have a larger problem than the state.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

On average only 3% of Sheridan County youth reported financial, legal or emotional problems related to alcohol use. The state's average is 8.9%. Based on this information, students who took the PNA reported very little problems around alcohol or drug use in their community. This suggest if there were financial, legal or emotional problems, the youth would not make the connection between the problems and alcohol use.

Final Risk Factors Question

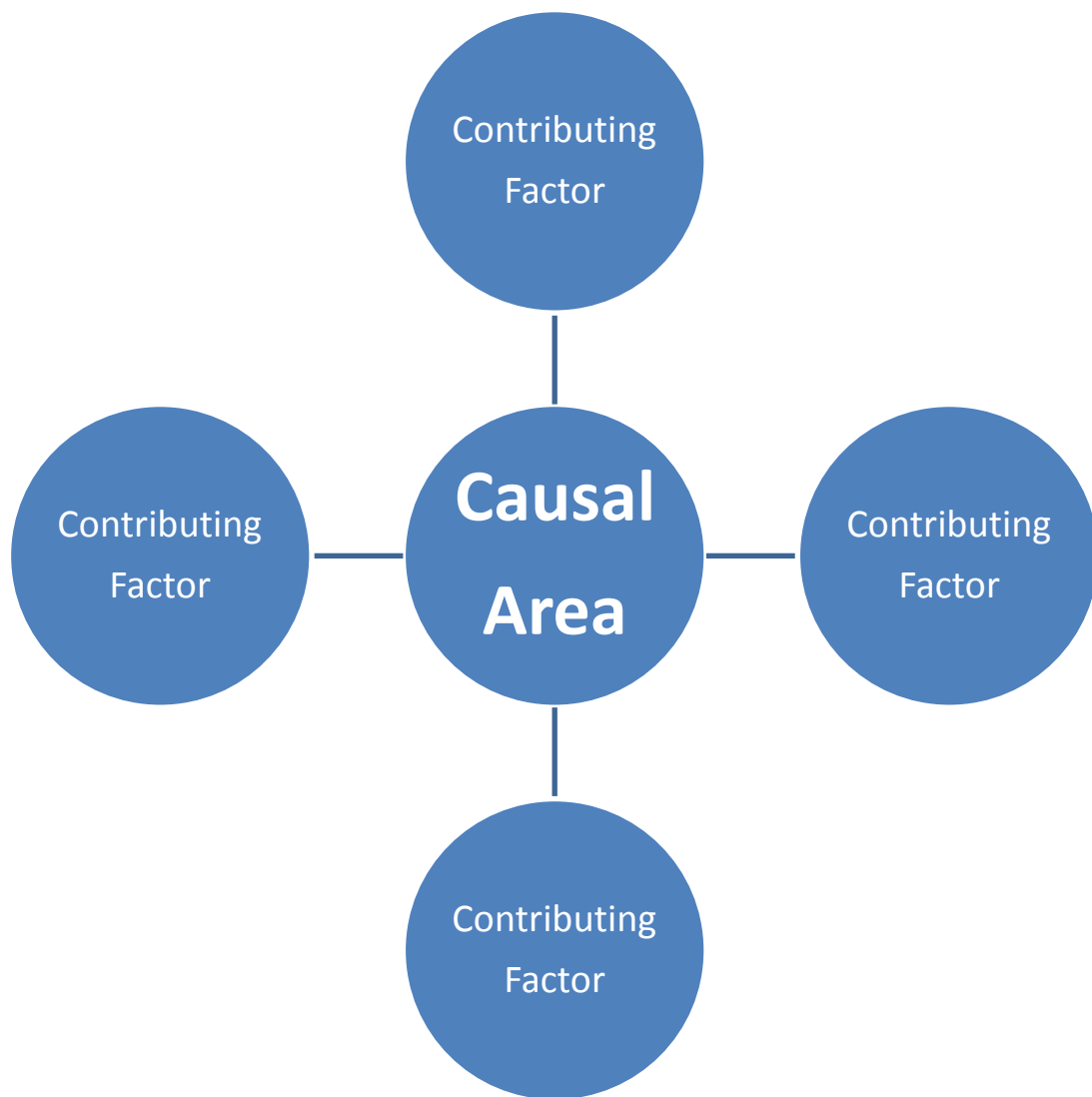
QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Students are reporting that the majority of their parents disapprove of underage drinking and drug use. However that number drops considerably when they were asked if they have had a conversation about drugs and alcohol with their parents. They also perceived a lower risk of use or harm connected to alcohol consumption. This disconnect could be why Sheridan County students have a higher rate of alcohol use compared to the rest of the state.

For the low percentage of students who believe alcohol is causing and financial, legal or emotional problems, this could mean one of two things. There are very few problems around alcohol or drug use in Sheridan County or the students who took the survey see the problems that come from alcohol and drug use as normal. One could make the assumption that due to the social acceptance of alcohol in the community problems around alcohol are made to be the norm.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on local data, does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Due to loss of funds compliance checks have not been conducted since 2010. At that time, 5 out of the 11 businesses surveyed did not pass.

Not having compliance checks may contribute to more underage drinking in the bars and restaurants; however even without the compliance checks almost all sellers, servers, and liquor license holders have taken the responsible alcohol sales and server training. Therefore the ones interviewed did not believe the youth are obtaining alcohol at the bars but through legal aged people providing it at parties or road trips.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Sheridan County has not done compliance checks in almost four years. This can have an effect on underage drinking by not holding the liquor license establishments accountable for checking identifications. It may also contribute to binge drinking and drinking and driving, because Law Enforcement does not have as great of a presence and people may assume they will not get caught if they drink and drive. Also, if Law Enforcement does not have a presence in the alcohol retail establishments, servers and sellers may be more likely to over-serve, leading patrons to binge drink and possibly eventually drinking and driving.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in local data. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Over the last 5 years, an alcohol server training class has been consistently offered every other month in Sheridan County. However the office that provided these trainings is now out of business, and there are no other local trainers. There has been an outside contractor that has given a few classes in the last year but they are no longer provided locally on a regular basis. The majority of servers, sellers, and liquor license holders currently are trained but soon will need to be renewed. This could have a very significant impact on underage drinking, binge drinking, and drinking and driving if trainings are not provided on a consistent basis with the high turnover rate in this industry. Servers and sellers will not obtain the knowledge to help combat these issues.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Most importantly, lack of consistent alcohol sales and service training could have a huge effect on underage drinking, over service, binge drinking, and drinking and driving. If the servers are not aware of the laws, do not know they can be held accountable, or do not have the tools to handle situations that arise, Sheridan County could potentially see an increase in each one of these areas. They will not be aware of safe limits for serving, signs of intoxication and many other negative impacts, which would also greatly increase their liability.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Sheridan County has a population of 3,580 people and 12 liquor licenses spread out among its larger towns (Plentywood, Medicine Lake, Westby, and Antelope). The county seat is Plentywood where half of the liquor licenses are held and where half of the population lives (population 1,734 according to 2010 census). The rate per capita for Sheridan County (335.2) is much higher than the State rate of (231.85). The rest of the population is spread out throughout the county on farms and in the other three towns. Many residents travel to the liquor establishments because they are bars and restaurants, and the community's central hub for gatherings. This increases the number of drivers that drink and then drive home on either the main highway or the back roads. There are no taxis and it is sometimes miles for the residents to get home, therefore they will choose to drive home instead of walking if they have had too much to drink.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

| | | | | | | | | | | | |
|-----------|---|---|---|---|---|---|-----------|---|---|----|--------------|
| No impact | | | | | | | | | | | Major impact |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7X | 8 | 9 | 10 | |

Sheridan County has a large number of liquor establishments compared to the population. Most of them are the central hub for community events and local community members tend to be very generous when giving back to the community. They sponsor school calendars, youth events such as basketball tournaments, and fundraising banquets or meetings. The youth are very much aware of these establishments and it is normal for them to be involved with certain school functions. This definitely impacts the youth and how they perceive alcohol by promoting alcohol use and binge drinking at special events and activities.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on local data, discuss the impact the conviction rate may be having on your community.

Conviction rates have been going up the last several years for both MIP's and DUI's. In 2012, 8 out of 12 youth that were charged with an MIP were convicted, given the proper fines and community service according to local county data. The majority of DUI's are getting plead down to reckless endangerment, but the data was not clear on whether it was their first or second offense. If there was a higher conviction rate of DUI's it could behave as more of a deterrent and affect the amount of drinking and driving that takes place in Sheridan County. With the low conviction rate of DUI's, it suggests that it may not serve as an effective deterrent.

QUESTION 23

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

According to local 2012 data from Sheridan County, out of 10 convicted for possession of a controlled substance, 9 were found guilty. Tolerance for illicit and prescription drug abuse is very low. When arrested and convicted there is very little that is not found guilty and charged. Continuing to have a no tolerance stance on prescription drug abuse and illicit drug use will aid in preventing these issues from becoming more of a problem in the future.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Sheridan County only has a Sheriff's Department with six deputies and a few Highway Patrol officers. There are no city officers, so law enforcement is very understaffed and has a full plate when addressing all issues in a county that covers 1,427 square miles (US Census Bureau). Because they do not all work at the same time there are usually only one or two on-duty officers. It is a large area to cover so they tend to stay in the main areas such as Plentywood, Westby, and Medicine Lake. They do pull over many that are drinking and driving, but law enforcement knows that it occurs a lot more than they can patrol for due to the large area of the county. They do make their presence known by doing an occasional walk through of the bars, but again this does not happen as much as they would like it to due to lack of deputies.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

To address binge drinking and drinking and driving, law enforcement could do more bar walk-throughs and more compliance checks. However, in the last three years the number of oil field workers has increased due to the oil activity in the area. Most of them are males around the age of 18-40 and do not have any ties to the community. They work long hours and many days in a row, so when they do not have to work they tend to go to the bars because there is very little else for them to do. This has increased the number of alcohol-related crimes including domestic violence, vandalism, theft, sexual assaults, bar fights, and drinking and driving. Law enforcement in Sheridan County is very understaffed and is continuously working to keep the county safe.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on local data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Local ordinances include: open container law only in the city of Plentywood, hours of operation, and mandatory server training. The general consensus when asking about ordinances was that they are only as effective as the community wants them to be or deems them as necessary. If the community does not see a need nor has the want for them it is very hard to enforce. Therefore, the ordinances are not consistently enforced.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Many ordinances would directly address binge drinking or drinking and driving in Sheridan County but again without the need or want by the community, or law enforcements willingness to enforce the ordinance and without the support from the legal system, it is very hard to address adding in more laws. Some of the key ordinances that would help with binge drinking and drinking and driving are making alcohol server trainings mandatory for all county or city functions that use volunteers to serve and sell alcohol, such as the fair, concerts, street dances, and big events at the Civic Center.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Due to the lack of law enforcement in the County it is difficult for them to be more proactive rather than reactive to issues regarding alcohol and drugs. They spend a lot of their time responding to calls that do not pertain to alcohol or drugs, and when patrolling they have to cover such a wide area of land that it is hard for them to be everywhere at once. If they were to have a full paid staff they could do more liquor establishment walk-throughs, to help keep underage drinking down or over serving patrons in the bar.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

| | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|----|---|--------------|
| No impact | | | | | | | | | | Major impact |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8X | 9 | 10 |

Without the proper amount of law enforcement or the support of the criminal justice system there are few punishments for binge drinking or drinking and driving unless another crime was committed while under the influence, such as domestic violence, bar fights, or vandalism. Many county residents know that drinking and driving and binge drinking happen frequently on a daily basis and only few get caught. Further, those who do get caught seem to have minimal consequences. This gives the impression that it is "okay" to binge drink or drink and drive because the chance is low that they will be caught and punished. In reality there are probably more people who do get caught, but many still think that it will not happen to them. Most of the time, the people drinking and driving think more about getting caught by Law Enforcement and getting a DUI, than they do the risk of getting into a car crash.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to the 2012 PNA results Sheridan County ranks higher than the State average when students were asked if they believe they would be caught by the police (28.7% versus 26.2% respectively) and/or their parents (54.9% versus 52.1% respectively) if they were to drink beer, wine, or hard liquor without permission. These statistics support that slightly more youth think that they will be caught drinking, which is a good thing. This problem in Sheridan County is less than that of the state.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Many of the concerns are geared towards the amount of oil field workers in Sheridan County due to the oil activity. But those interviewed also believe that it is not only oil workers that are creating the environment that accepts binge drinking and drinking and driving, but also the community's long-standing culture that accepts it as the norm. They also believed that the main cause of underage drinking was the community's acceptance and the lack of young positive role models in the age group between 21 and 30. This age group consists of either people who moved back after college, never moved away, or migrant oil field workers. All of which have very little involvement within the community yet. They are also young enough that they know or are friends with underage kids, and are believed to be the number one provider of alcohol or drugs to underage youth. Because a legal customer is able to buy alcohol, it is very hard to prove they are going to provide it to a minor without catching them in action.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 4 5 6 7 **8X** 9 10
Major impact

Due to the size of the county and not having the proper amount of law enforcement to patrol the entire county and having 12 liquor license holders spread out throughout Sheridan County there is little impact on binge drinking and drinking and driving. Although the numbers for Sheridan County's youth on perception of being caught drinking is around the same as the State, they are still relatively low.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Although Sheridan County has 12 liquor licenses in the small community there is very little alcohol advertisements at these establishments. At most there are one or two alcohol signs in the windows and on occasion there are alcohol banners up for special events or promotions. The grocery stores and the convenient stores also have very little or no alcohol advertisements. In the Sheridan County News the only alcohol ads are for the local establishments. These ads do advertise specials such as happy hour or reduced prices on beer/liquor. They also advertise for special parties or events happening during the week. It is very rare to see any extra alcohol ads in the newspaper and the ads for the liquor establishments are never on the same page as the school events or games. Even the local radio station does not play any songs that promote drinking/drugs on air during certain times of the day.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

There is not a lot of alcohol advertising in the community, therefore it is believed that they do not play a large role in underage drinking, binge drinking and drinking and driving. But it does not mean that alcohol is not present at many events it is simply not advertised as much.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

In 2012 Sheridan County News had very few articles regarding alcohol and the negative effects it can have. But there are weekly advertisements for local liquor establishments that promote binge drinking by providing specials such as happy hour, lady's happy hour, men's happy hour, and deals on cases of beer. Alcohol is being portrayed as socially acceptable and not until after a tragedy or incident occur are there any opposing articles.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Although there are very few advertisements around the county promoting alcohol there are a lot of events and activities that have alcohol present; which adds to the cultural acceptance of alcohol use or abuse. Also, when the sponsors of these special events are alcohol-related, it promotes binge drinking, and leads to the perception that one must drink alcohol in order to have a good time.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

| No impact | | | | | | | | | | Major impact | |
|-----------|---|---|---|---|---|---|----|---|---|--------------|--|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7X | 8 | 9 | 10 | |

Since there are very little advertisements in the community besides newspaper advertisements for local liquor establishments, advertisements are not the biggest factor in the promotion of underage drinking, binge drinking, and drinking and driving. When there are ads promoting a liquor establishment, there is usually a special event or celebration that they are advertising for. Sheridan County is rather isolated and does not have a lot of activities for people to do, therefore many attend these events, which in turn could promote underage drinking, binge drinking and drinking and driving.

Other social/national media play a part in it as well such as Facebook, the internet, or television.

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

All three schools in the county have a very clear alcohol and drug policy in place in their student handbook. They are all strict when it comes to the policy if their students get caught using at school or outside of school. But, they do not have any policies in place that require drug or alcohol testing. The general feeling about all the schools in the county was that they are very active when it comes to promoting a drug and alcohol free lifestyle.

QUESTION 39

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 5 **6X** 7 8 9 10
Major impact

Because each school is strict on their policies it does seem to positively impact the amount of underage drinking, binge drinking, and drinking and driving amongst their students. However, after interviewing local residents it is believed the majority of students that do drink are drinking during the holidays or special events. It could be happening more often than not but they are not being caught.

MEDICAL FIELD INFORMATION – PART 3**QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

All interviewed believe there is an increase in prescription drug abuse in the community. Sheridan County has a relatively older population who frequently get prescribed many different types of medications. One concern for this population is that there is little monitoring of their prescriptions and they do not dispose of it properly after use is needed. Due to this there has been an increase in prescription drug theft.

Although everyone interviewed believed there has been an increase in prescription drug abuse they believe that there is little education about the harmful effects of them in the county. Many residents are unaware of the prescription drop box at the pharmacy and there have been very few take back events in the last few years.

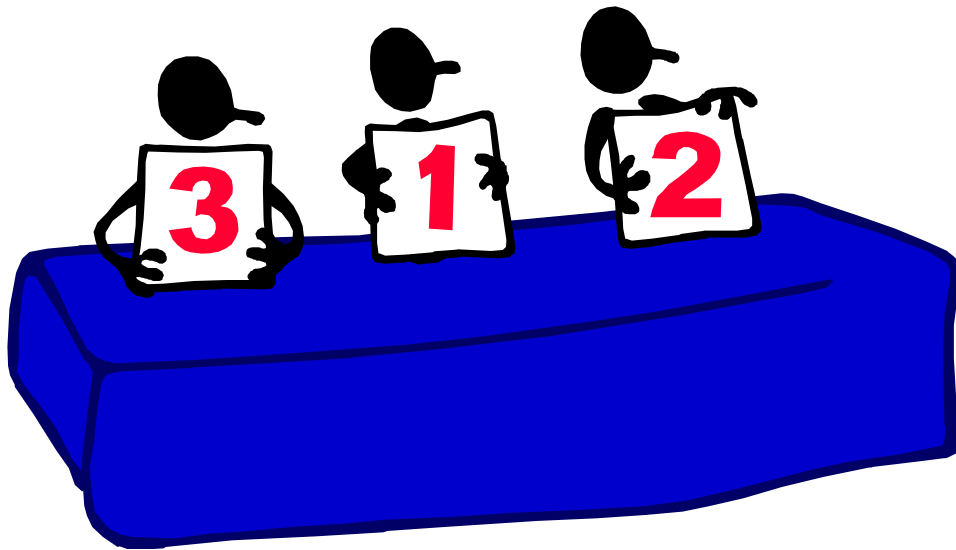
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact
0 1 2 3 4 **5X** 6 7 8 9 10
Major impact

After interviewing medical personnel they do not believe the doctors in the area over-prescribe medications to their patients. However, they do believe that there is not enough information given to the public about the harmful effects of prescription drugs if misused or the importance of disposing their medications properly. According to the data provided by the Sheridan Memorial Hospital in Sheridan County, there have been very few overdoses or incidents regarding prescription drug abuse in their Emergency Room.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

| Score | Rank | Causal Area |
|-------|------|---------------------|
| 7 | 2 | Retail Availability |
| 8 | 3 | Criminal Justice |
| 8 | 1 | Social Availability |
| 7 | 4 | Promotion |
| 6 | 5 | School Policies |
| 5 | 6 | Medical Field |

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Social availability ranks number one because alcohol is present at the majority of social functions, besides school activities, and even then there have been reports of adults who bring alcohol to these functions. It is part of the culture and it is socially acceptable to have it present at almost all events, even those focusing on celebrating kids, such as graduation and birthday parties. There are also a lot of adults over 21 providing alcohol to underage youth.

Retail availability ranks #2 due to the high number of liquor establishments in the county. It is also not uncommon to have these establishments be the central hub of the community by being the only restaurant in town or having the only space available to host events such as meetings, special occasions or events. The liquor establishments in Sheridan County have done a great job and requiring alcohol server trainings to their employees on a regular basis.

Criminal Justice ranks third because there has been an increase in convictions in the last few years regarding crimes that involve alcohol, which is very promising to help prevent alcohol issues from increasing. But the local law enforcement is still very understaffed and cannot be as proactive as they would like to be on issues related to alcohol and drugs in the community.

Promotion is fourth on the list because alcohol promotion is not extremely present in advertisements around the community, but when there are ads in the newspaper for local liquor establishments it is to promote some sort of activities that involves binge drinking. This sends the message that these recreational activities such as golf, darts, or billiards are more "fun" while drinking alcohol. The happy hour drink prices and specials are shown in the newspaper on a weekly basis.

School policies are ranked next, as they are seen as fairly strict in enforcing the students to abstain from alcohol and drug use. However, it was the opinion of some that the students are just not getting caught. It was also a concern that students would wait until school was on break to binge drink and/or drink and drive.

Medical Field is ranked last, as it is seen to be less of a problem than alcohol. There is still some concern from the community about lack of prescription drug education-to include promotion of the prescription drug drop box-which could be helpful in preventing a problem in the future.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Continuing educating the servers, sellers, and liquor license holders with alcohol server training will be an ongoing factor in helping to prevent over-service to patrons, underage drinking, and drinking and driving. This gives them the tools and knowledge to step up and take responsibility for their own liability when encountering someone who is intoxicated or underage.

Another specific causal factor that will be targeted is to continue to work with the fair board, city, and county officials to ensure that community events involving alcohol held at the Civic Center or the fairgrounds are regulated and policies are in place to keep the environment family friendly.

Further, prescription drug take back programs and education will be necessary to prevent a growing problem. Providers will be educated in using the Montana Prescription Drug Registry to prevent doctor-shopping.